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Scramble crosswalk

2 messages

Kerry Morrison <Kerry@hollywoodbid.org>

To: Tony Arranaga <tony.arranaga@lacity.org>, Daniel Halden <Daniel.Halden@lacity.org> Tue, Oct 6, 2015 at 2:27 PM

Gentlemen, I am writing a short blub about this for the BID newsletter...perchance did the council office do a press release about this that I can pull from? I know Curbed did an article.

Kerry

KERRY MORRISON

Executive Director

[Hollywood Property Owners Alliance]

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Daniel Halden <daniel.halden@lacity.org>

To: Kerry Morrison <Kerry@hollywoodbid.org>

Cc: Tony Arranaga <tony.arranaga@lacity.org> Tue, Oct 6, 2015 at 2:32 PM

Yes we did a press release. Tony and I are out right now but we can send you a copy.

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RELEASE: O'FARRELL, LADOT ANNOUNCE PEDESTRIAN SAFETY IMPROVEMENT AT HOLLYWOOD AND HIGHLAND

Tony Arranaga <tony.arranaga@lacity.org>
To: Kerry Morrison <Kerry@hollywoodbid.org>
Cc: Daniel Halden <Daniel.Halden@lacity.org>

Tue, Oct 6, 2015 at 2:33 PM

Tony Arranaga
Communications Director
Councilmember Mitch O'Farrell
213-258-9533

Begin forwarded message:

From: Tony Arranaga <tony.arranaga@lacity.org>
Date: August 18, 2015 at 10:17:42 AM PDT
To: Tony Arranaga <tony.arranaga@lacity.org>
Subject: **RELEASE: O'FARRELL, LADOT ANNOUNCE PEDESTRIAN SAFETY IMPROVEMENT AT HOLLYWOOD AND HIGHLAND**

O'FARRELL, LADOT ANNOUNCE PEDESTRIAN SAFETY IMPROVEMENT AT HOLLYWOOD AND HIGHLAND
Scramble crosswalk will help pedestrians cross diagonally from all four corners, help improve flow

HOLLYWOOD -- The Los Angeles Department of Transportation (LADOT) has agreed to implement a major improvement that will increase safety for pedestrians at one of the busiest intersections in Los Angeles, Councilmember Mitch O'Farrell announced today.

Design will soon get underway for a 'scramble crosswalk' at Hollywood Boulevard and Highland Avenue. A scramble is a crossing system that allows pedestrians to cross from all intersections in every direction, including diagonally, at the same time.

"Safe neighborhoods are my top priority, and a scramble crosswalk at Hollywood and Highland has been one of the top requests from residents and stakeholders who want to improve the overall experience in Hollywood," said O'Farrell. "I would like to thank Seleta Reynolds and the Department of Transportation for partnering with my office to make this happen."

"Hollywood and Highland is our red carpet entrance for people from around the world who come to experience Los Angeles' center stage," said Seleta Reynolds, LADOT General Manager. "The new intersection design will prioritize the safety and comfort of people walking. We plan to implement this change in consultation with the community and will evaluate the before and after effects."

Councilmember O'Farrell is focused on pedestrian safety, and is working with LADOT and the Department of Public Works on several improvements in the Hollywood neighborhood:

- Hollywood and Highland Scramble Crosswalk
- Bus stop improvements on Highland Avenue (b/w Franklin and Sunset) and Vine Street (b/w Sunset and Fountain)

- Hollywood Blvd (b/w Gower St and Western Ave) Streetscape project
- Safe Routes to School project on Selma Ave for Hollywood High School and Selma Elementary
- New traffic signals approved for:
 - Sunset/Las Palmas
 - Vine/Waring
 - Hollywood/McCadden
 - Highland/Hawthorn

The pedestrian scramble at Hollywood Boulevard and Highland Avenue has an estimated price tag of \$50,000 and is expected to be completed before the end of the year. The **approximate** cost for all the improvements listed totals over \$11 million.

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Tony Arranaga

Communications Director

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